

Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Previously Presented) A method comprising:

receiving an indication over a network, in response to a request for access to a rich media presentation by an internet browser on a network device, that the internet browser on the network device has requested access to the rich media presentation;

in response to the receiving an indication, detecting one or more attributes of one or both of rich media capabilities associated with the internet browser or rich media capabilities associated with the network device; and

selecting a rich media presentation to be sent to the internet browser from among a plurality of rich media presentations based on the one or more attributes that are detected, wherein a selected rich media presentation includes a media package selected based on the one or more attributes that are detected and a virtual player configured to play the media package on the network device.

2. (Currently Amended) The method of Claim 1 [[24]], wherein the detecting one or more attributes comprises detecting two or more attributes from: an operating system type attribute, a plug-in attribute, a browser type attribute, a firewall attribute, a monitor setting attribute, a language attribute, a bandwidth attribute, or a protocol attribute.

3. (Previously Presented) The method of Claim 23, wherein the causing the selected rich media presentation to be sent comprises determining whether one or both of the internet browser or the network device supports playing the selected rich media presentation; configuring the selected rich media presentation based on the detected attributes responsive to a

determination that playing the selected rich media presentation is supported; otherwise, causing a supported rich media presentation to be sent to the internet browser.

4. (Canceled)

5. (Previously Presented) The method of Claim 3, further comprising allowing a client to modify one or more characteristics associated with the selected rich media presentation.

6. (Previously Presented) The method of Claim 5, wherein the causing the selected rich media presentation to be sent comprises utilizing an ad serving engine.

7. (Previously Presented) The method of Claim 5, wherein the causing the selected rich media presentation to be sent comprises using an email serving engine.

8. (Previously Presented) The method of Claim 5, further comprising causing an image to be delivered to the network device for display on the network device at a location relating to the selected rich media presentation.

9. (Previously Presented) The method of Claim 5, wherein the selecting a rich media presentation comprises:

selecting the virtual player configured to play the media package on the network device;

selecting a presentation package configured for the network device; and

selecting the media package.

10. (Previously Presented) One or more computer-readable storage media embodying instructions which, responsive to execution by a computing device, are configured to perform operations comprising:

determining automatically when a rich media presentation is accessed by an internet browser on a network device, in response to a request for access to the rich media presentation by the internet browser, when the network device is coupled to a network;

detecting one or more attributes of one or both of rich media presentation capabilities associated with the internet browser or rich media presentation capabilities associated with the network device in response to the request; and

causing the rich media presentation to be sent to the internet browser, wherein the rich media presentation includes a media package selected based on the one or more attributes that are detected and a virtual player configured to play the media package.

11. (Previously Presented) The one or more computer-readable storage media of Claim 10, the operations further comprising:

determining when one or both of the internet browser or the network device supports playing the rich media presentation;

configuring the rich media presentation based on the one or more attributes that are detected responsive to a determination that playing the rich media presentation is supported; otherwise,

causing a supported rich media presentation to be sent to the internet browser.

12. (Previously Presented) The one or more computer-readable storage media of Claim 11, wherein the rich media presentation is configured to be presented within a banner ad that is selectable to cause an action to be performed.

13. (Previously Presented) The one or more computer-readable storage media of Claim 12, the operations further comprising: causing an ad serving engine to send the rich media presentation.

14. (Previously Presented) The one or more computer-readable storage media of Claim 12, the operations further comprising: causing an email serving engine to send the rich media presentation.

15. (Previously Presented) The one or more computer-readable storage media of Claim 12, the operations further comprising: causing an image to be delivered to the network device for display on the network device at a location relating to the rich media presentation.

16. (Previously Presented) A system comprising:

a computing device configured to execute instructions to implement a rich media presentation application configured to:

automatically determine when a rich media presentation is attempted to be accessed by an internet browser on a network device;

detect one or more attributes of one or both of rich media presentation capabilities associated with the internet browser or rich media presentation capabilities associated with the network device in response to a request from the network device for access to the rich media presentation; and

select a rich media presentation from among a plurality of rich media presentations, based on the one or more attributes that are detected, to be provided to the internet browser, wherein a selected rich media presentation includes a media package selected based on the one or more attributes that are detected and a virtual player configured to play the media package.

17. (Previously Presented) The system of Claim 27, wherein the rich media presentation application is further configured to determine when one or both of the internet browser or the network device supports playing the selected rich media presentation; configure the selected rich media presentation based on the one or more attributes that are detected

responsive to a determination that playing the selected rich media presentation is supported; otherwise, cause a supported rich media presentation to be sent to the internet browser.

18. (Previously Presented) The system of Claim 26, wherein the selected rich media presentation is configured to be presented within a banner ad that is selectable by the network device to cause an action to be performed.

19. (Previously Presented) The system of Claim 26, wherein the selected rich media presentation is caused to be sent to the internet browser utilizing an ad serving engine.

20. (Previously Presented) The system of Claim 26, wherein the selected rich media presentation is caused to be sent to the internet browser comprises using an email serving engine.

21. (Previously Presented) The system of Claim 26, wherein the selected rich media presentation application is further configured to cause an image to be delivered to the internet browser, the image being configured to be displayed within the internet browser at a location relating to the selected rich media presentation.

22. (Canceled)

23. (Previously Presented) The method of Claim 1, further comprising causing the selected rich media presentation to be sent to the internet browser.

24. (Canceled)

25. (Previously Presented) The one or more computer-readable storage media of Claim 10, wherein the one or more attributes that are detected comprise at least one of: an operating system type attribute; a plug-in attribute; a browser type attribute; a firewall attribute; a monitor setting attribute; a language attribute; a bandwidth attribute; or a protocol attribute.

26. (Previously Presented) The system of Claim 16, wherein the rich media presentation application is further configured to cause a selected rich media presentation to be sent to the internet browser.

27. (Previously Presented) The system of Claim 26, wherein the detected one or more attributes comprise at least one of: an operating system type attribute, a plug-in attribute; a browser type attribute; a firewall attribute; a monitor setting attribute; a language attribute; a bandwidth attribute; or a protocol attribute.

28. (Previously Presented) The method of Claim 23, wherein detecting the one or more attributes comprises detecting an attribute that indicates a media player type for a media player included on the network device.